

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #570300

Mr. T. Hyrb
SCHEIDELMAN, INC.

**** REVISED ****

SALEM TEAR TAPE PROMOTION #800438: JUNE (#806)

Dear Tom:

SALEM .30¢ Tear Tape product has been ordered in reference to the above promotion. Ship number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. No Displays are required, as retailers will utilize Displays they received with the April Salem Tear Tape distribution. This product is being shipped to you @ \$3.00/carton off-invoice.

RJR will reimburse you \$4.75 per **6M** promoted case shipped to retail on a timely basis. This equates to **\$19.00 (4 (6M) case(s) @ \$4.75)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

SAL_98_.30/1_PK_

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162206

Enc. Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL-JUNE.DOC

51854 8828

JUNE DELIVERY
SALEM TEAR TAPE
SCHEIDELMAN, INC.

PO #052698

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM MAY PRODUCT
DISTRIBUTION TO MEET JUNE DISTRIBUTION AS NEEDED*****

Product / Premium Arrival:

June 8, May 26, 1998
~~May 26, 1998~~

Ship Date to Retail:

Week of: June 8, 1998

EFT \$ Amount:

\$1,298.44

JUNE Drive Period 806 / Promotion #800438

PROMOTION DESCRIPTION:

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH APRIL PRODUCT DISTRIBUTION**

JUNE DELIVERY

51854 8829

SCHEIDELMAN: JUNE SALEM TEAR TAPE #800438 (#806)							
RETAIL DISTRIBUTION DATE: WK OF 6/8/98							
BRAND STYLES: SALEM KG/ SALEM 100 / SALEM LT KG / SALEM LT 100							
SHIP 2 (TWO) CARTONS EACH STYLE TO EACH RETAIL ACCOUNT LISTED.							
<u>S/REP</u>	<u>RJR #</u>	<u>ACCOUNT NAME</u>	<u>ADDRESS</u>	<u>CITY</u>	<u>ST</u>	<u>CHAIN-ID</u>	<u>SUPPLIER</u>
162206	171939	SHIBLEY'S SUPERETTE	12 COLUMBIA ST	MOHAWK	NY		
162206	172352	WILLIAMSON FOODLAND	102 E SCHUYLER ST	BOONVILLE	NY		
162206	172450	VELLAS HOMETOWN MKT	45 REDFIELD ST	CONSTANTIA	NY		
162202	172451	NU MART, INC.	2328 STATE ROUTE 49	WEST MONROE	NY		
162206	173070	SAL'S GROCERY	115 N MAIN ST	CANASTOTA	NY		3038
162202	304743	NICHOLS NEWS & VAR	80 MAIN ST	CAMDEN	NY		
162206	419907	NICE N EASY #2501	12200 STATE ROUTE 28	POLAND	NY		
162206	539527	BAILEY'S STOP & SHOP	12034 STATE ROUTE 365	REMSSEN	NY		
162206	596637	HILLTOP MARKET	ROUTE 26 - BOX 301	WEST LEYDEN	NY		3026
162206	664270	GREENE'S MOBIL III	384 N GENESEE ST	UTICA	NY	2845-0000	453847
162202	696617	C&J'S GROCERY	370 COUNTY ROUTE 54	PENNELLVILLE	NY		205
162206	745944	SMOKEY'S	266 N MAIN ST	HERKIMER	NY		3035
162202	753483	LOFFT'S MARKET	2651 ERIE DR	WEEDSPORT	NY		650
162206	769173	NICE N EASY #2502	8035 STATE ROUTE 12	BARNEVELD	NY		
162206	787328	FREDS FAMILY FOODLAN	3478 ONEIDA ST	CHADWICKS	NY		
15 ACCOUNTS							

51854 8830

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PROMOTIONAL COORDINATOR

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March 20, 1998

RJR Account #570300
Mr. T. Hyrb
SCHEIDELMAN, INC.

SALEM TEAR TAPE PROMOTION #800438: JUNE (#806)

Dear Tom:

SALEM .30¢ Tear Tape product has been ordered in reference to the above promotion. Ship number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. No Displays are required, as retailers will utilize Displays they received with the April Salem Tear Tape distribution. This product is being shipped to you @ \$3.00/carton off-invoice.

RJR will reimburse you \$4.75 per 6M promoted case shipped to retail on a timely basis. This equates to \$9.50 (2 (6M) case(s) @ \$4.75). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162206
Enc. Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL-JUNE.DOC

51854 8831

JUNE DELIVERY
SALEM TEAR TAPE
SCHEIDELMAN, INC.

PO #052698

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>
12300-24194	Full Flavor
12300-24195	Full Flavor 100
12300-24196	Light
12300-24197	Light 100

#/ (6M) Cases
@ .30¢ Off



1 Case Each Style

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM MAY PRODUCT
DISTRIBUTION TO MEET JUNE DISTRIBUTION AS NEEDED*****

Product / Premium Arrival:

~~May 26, 1998~~

Ship Date to Retail:

Week of: June 8, 1998

EFT \$ Amount:

~~\$628.34~~

~~\$649.22~~

\$1298.44

JUNE Drive Period 806 / Promotion #800438

PROMOTION DESCRIPTION:

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH APRIL PRODUCT DISTRIBUTION**

JUNE DELIVERY

51854 8832

BPEN5BB2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 15

DATE: 98-04-01

TIME: 01:47 PM

WHOLESALER : 570300 SCHEIDELMAN, INC. <DIRECT>
 TEMPLATE : 800438 80600 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
-	162202	162238	172450	VELLAS HOMETOWN MKT	45 REDFIELD ST	CONSTANTIA	NY 13044	2	1	1	1	5		
	162202	162238	172451	NU MART, INC.	2328 STATE ROUTE	WEST MONROE	NY 13167	2			1	3		
	162202	162236	304743	NICHOLS NEWS & VAR	80 MAIN ST	CAMDEN	NY 13316			2	1	3		
	162202	162238	696617	C&J'S GROCERY	370 COUNTY ROUTE	PENNELLVILL	NY 13132	1		1	2	4		0205
	162202	162232	753483	LOFFT'S MARKET	2651 ERIE DR	WEEDSPORT	NY 13166			1	1	2		650
-	162206	162235	171939	SHIBLEY'S SUPERETTE	12 COLUMBIA ST	MOHAWK	NY 13407	1		1	1	3		3069
	162206	162235	172352	WILLIAMSON FOODLAND	102 E SCHUYLER ST	BOONVILLE	NY 13309		2	1	1	4		
	162206	162236	173070	SAL'S GROCERY	115 N MAIN ST	CANASTOTA	NY 13032			1	1	2		3038
	162206	162235	419907	NICE N EASY #2501	12200 STATE ROUTE	POLAND	NY 13431	5		3		8		
	162206	162235	539527	BAILEY'S STOP & SHO	12034 STATE ROUTE	REMSSEN	NY 13438	5	1	5	1	12		
	162206	162235	596637	HILLTOP MARKET	ROUTE 26 - BOX 30	WEST LEYDEN	NY 13489				1	1		3026
	162206	162235	664270	GREENE'S MOBIL III	384 N GENESEE ST	UTICA	NY 13502	2		2	1	5	2845-0000	3050
	162206	162234	745944	SMOKEY'S	266 N MAIN ST	HERKIMER	NY 13350			1	2	3		3035
	162206	162235	769173	NICE N EASY #2502	8035 STATE ROUTE	BARNEVELD	NY 13304	1	1	1	1	4		
	162206	162234	787328	FREDS FAMILY FOODLA	3478 ONEIDA ST	CHADWICKS	NY 13319	1		1		2		

2 Ctns Each

PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY 20 5 21 15 61

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY 20 5 21 15 61

51854 8833

K31 - BPEK31S1 STUB ACCOUNT QUANTITIES 18 OF 20 05/18/98 - 10:44:46.6

Terr	Acct	Name	City	VAP	Chn	Oppor	Sugg	Rev	Extra	Msg
162202	172451	NU MART, INC.	WEST MON	Y		2	2	2		
162202	304743	NICHOLS NEWS &	CAMDEN	Y				2		
162202	696617	C&J'S GROCERY	PENNELLV	Y		1	1	2		
162202	753483	LOFFT'S MARKET	WEEDSPOR	Y				2		
162206	036009	NORTH BAY MINI	NORTH BA	Y				2		
162206	086899	KEKIS MOBIL SER	ROME	Y						
162206	171818	CHANATRY'S MARKE	UTICA	Y						
162206	172352	WILLIAMSON FOOD	BOONVILL	Y				2		
162206	172449	VELLA'S NO SHOR	CLEVELAN	Y						
162206	172450	VELLAS HOMETOWN	CONSTANT	Y		2	2	2		
162206	173070	SAL'S GROCERY	CANASTOT	Y				2		
162206	419907	NICE N EASY #25	POLAND	Y		5	5	2		
162206	539527	BAILEY'S STOP &	REMSSEN	Y		5	5	2		
162206	596637	HILLTOP MARKET	WEST LEY	Y				2		
162206	667897	BOB'S COUNTRY S	ROSEBOOM	Y						
162206	745944	SMOKEY'S	HERKIMER	Y				2		
162206	769173	NICE N EASY #25	BARNEVEL	Y		1	1	2		
162206	787328	FREDS FAMILY FO	CHADWICK	Y		1	1	2		

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---

Quit Retrtn QTY UPDT SRCH BKWD FRWD TOTL Main

51854 8834

TAB DOWN TO FIELD AND PRESS ENTER FOR ALLOCATION INFO

All - BPEA11S4

ALLOCATION BY SALES LEVEL

05/15/98 03:44 PM

NEXT-FN :

SALES LEVEL: 1622 SYRACUSE DIVISION

		SALEM	SALEM	SALEM	SALEM
PROMOTION	: 800438	\$.30	100	LT	LT
PERIOD	: 806-00	OFF	\$.30	\$.30	100
			OFF	OFF	\$.30
					OFF

	ALLOCATION:	87	64	105	74	0
ACCOUNTS	AVAILABLE :	0	0	0	0	0

5436300 RITE-AID ROME DIST.

5703000 SCHEIDELMAN, INC.

6305700 PHILIP H. TARBELL

6799950 SONBYRNE SALES, INC.

6881250 ONEIDA WHOLESALE

7614060 KLEIN CANDY COMPANY

1	1	1	1
19	13	22	15

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---
Quit Retrn UP Main

51854 8835